

Mission

To market and promote the image and awareness of Seminole County to potential visitors as a unique tourism destination, attracting significant numbers of new and repeat visitors, and creating a positive economic impact on our community.

Business Strategy

The Tourism Office uses a 3% tourist development tax to advertise and promote the County's tourism benefits to potential and repeat visitors. The department markets our variety of affordable accommodations, superior state of the art sports venues, natural and historical attractions and meeting facilities through advertising, trade shows, direct mail and personal contacts to tour operators, event organizers, meeting planners and consumers domestically and internationally. These efforts generate approximately \$1.6 million annually in tourism tax revenue. The County has been recognized by the State of Florida as a leader in nature/heritage tourism. The County has also held many internationally acclaimed sporting events.

Objectives

Increase Tourist Development Tax revenue by 3%.

Increase the number of journalism visits by 10%.

Increase unique visitors to tourism website by 10%.

Increase Visitor Center visits in Longwood and Orlando Sanford Airport by 5%.

Attract one new annual countywide sporting event and at least one new event for each of the major venues in Seminole County.

Create a new image of Seminole County as a meeting destination.

Department:		TOURISM			Seminole County	
Division:		ADMINISTRATION				
Section:		FY 2004/05				
		2002/03 Actual Expenditures	2003/04 Adopted Budget	2004/05 Tentative Approved Budget	2004/05 Adopted Budget	Change between Tentative Approved & Adopted Budget
EXPENDITURES:						
Personal Services		288,278	308,894	332,035	321,549	-10,486
Operating Services		984,463	1,312,736	1,013,268	1,179,070	164,906
Capital Outlay		-	-	4,000	4,000	-
Debt Service		235,355	142,982	197,065	197,015	-50
Grants and Aid		396,400	396,400	310,000	360,000	50,000
Subtotal Operating		1,904,496	2,161,012	1,856,368	2,061,634	204,370
Capital Improvements		188,748	-	-	-	-
TOTAL EXPENDITURES		2,093,244	2,161,012	1,856,368	2,061,634	204,370
FUNDING SOURCE(S)						
Tourist Development		2,093,244	2,161,012	1,856,368	2,061,634	204,370
TOTAL FUNDING SOURCE(S)		2,093,244	2,161,012	1,856,368	2,061,634	204,370
Full Time Positions		6	6	6	6	-
Part Time Positions		1	1	1	1	-
New Programs and Highlights for Fiscal Year 2004/05						
Marketing/Public Relations services						95,000
Seminole County sponsored promotions						245,850
Aid to the Central Florida Zoological Society						270,000
Aid to the Sanford Memorial Stadium; this is the fifth year of a ten-year plan to provide funding up to \$40,000 per year.						40,000
Capital Outlay: Airport Visitor Center Booth Improvements						4,000
Requested Changes						
Marketing/Public Relations services increased for creative shift in the market and to bring the budget up to the Fiscal Year 2003/04 level.						40,000
Additional funds to bring the budget up to the current level: Sponsorships/Promotions (\$57,150); Display Advertising (\$88,489)						145,639
Aid to the Merrill Park Training Center - contract is currently being reviewed and tentatively set for approval by the BCC in FY'03/04. The contract stipulates \$50,000 a year for 10 years.						50,000
Capital Improvements		2004-05	2005-06	2006-07	2007-08	2008-09
Total Project Cost		-	-	-	-	-
Total Operating Impact		-	-	-	-	-